

SERENA ON SERENA: HOW THE COMPANY LEVERAGES ITS OWN SOFTWARE TO PROVIDE A NEW FACE FOR IT



Serena Service Manager has hit a home run for us with its innovative request portal. We are excited that we not only get to use the new ITSM functionality right out of the box, but we can also leverage all the processes that we've automated in the past using the process management platform that now powers Serena Service Manager. Being able to present both old and new services through a unified portal that serves as a single entry point for all requests, that is easy to use and does not confuse our customers is a big win for us.

Ron Brister

Director of IT Operations
Serena Software

HELP WANTED: AN IT "FACE-LIFT" FOR SERENA SOFTWARE

Serena Software had been using the company's own process management platform, Serena Business Manager, to streamline several of the processes that support its day-to-day business operations. For instance, the IT team had successfully automated processes related to service desk management, change management, employee time-off requests, purchase requests and sales transactions approvals. While the technology worked well, the IT team recognized that Serena's employees often struggled with the complexity involved in submitting tickets and then trawling through their email to track the status of their requests. The employee portal, the company's primary point of contact with IT, was clearly in need of a face-lift.

SERENA IT ORCHESTRATES SERVICE MANAGEMENT

The company had just debuted its newest release of Serena Service Manager, an innovative IT Service Management (ITSM) solution that leverages the power of its popular process management platform. The IT team instantly realized that this solution, coupled with Serena Request Center, the sleek new service request portal, would perfectly address their need for an easy-to-use, single point of contact for all requests that came in from their customers – Serena's employees.

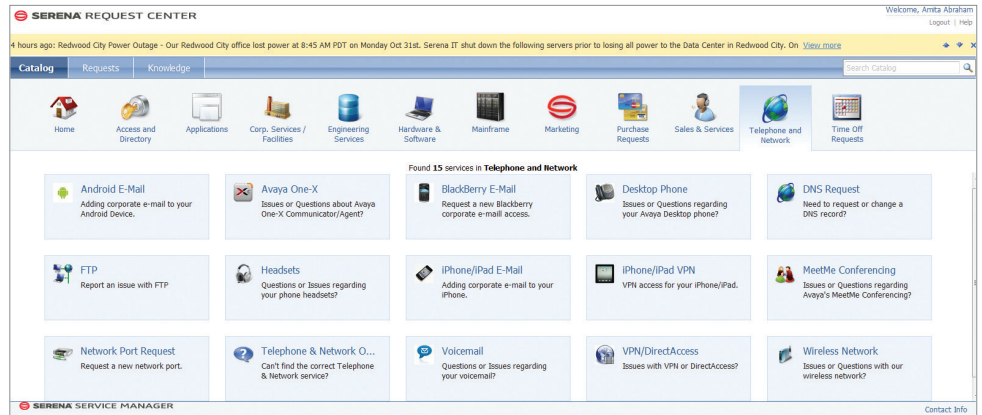
The IT team decided to test-drive Serena Service Manager internally. They saw immediate value in being able to roll out the out-of-the box applications for incident management, change management, configuration management and knowledge management.

"By deploying this solution we will be able to quickly adopt best practices for IT service management that are engrained in these processes," said Ron Brister, Director of IT Operations at Serena Software.

They were excited about being able to use the service catalog to easily categorize all the services that they have to offer, that go well beyond a typical service desk. "Because Serena Service Manager leverages Serena Business Manager for its process management power, we won't lose any of our investments in previous projects. Our users will get immediate access to both new and old services, via a single portal," said Arron Privatsky, Service Desk Manager at Serena Software.

93 SERVICES CATEGORIZED:

- Enterprise access
- Applications services
- Corporate services
- Telephone and network services
- Engineering services
- Hardware and software services
- Mainframe services
- Marketing services
- Purchasing services
- Sales and support services
- HR services



In with the new – without losing out on investments in the old

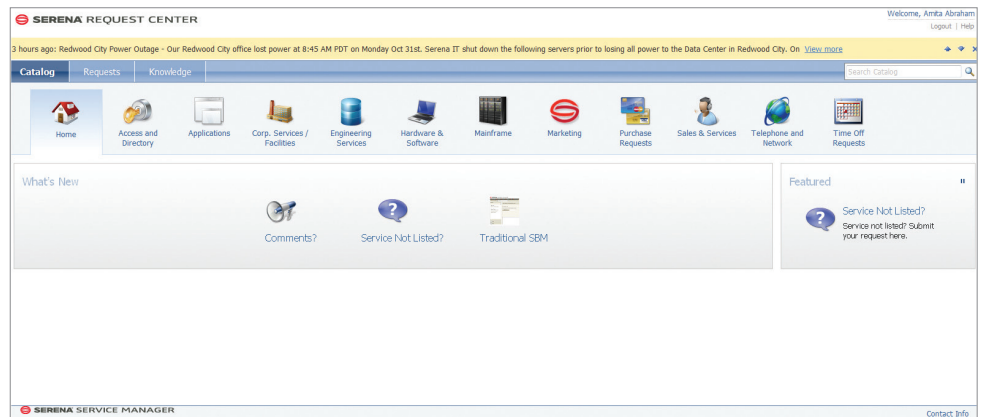
“LIVE” IN THIRTY DAYS. 93 SERVICES AVAILABLE ON DAY 1

“From working with Serena Service Manager, the one thing that sticks out for me is how easy it is to use,” said Brister. “In fact, we had a month budgeted for this project but Serena Service Manager was so easy to deploy, we were able to cut the actual time spent working on it to two weeks. In that time we were able to build out the request center and populate the knowledge base as well as the CMDB. If we had to, we could turn on the lights today – in under two weeks.”

The Serena IT team attributes their success with the project to the solution’s flexibility, its open architecture, and the ease with which it integrates with the company’s existing IT investments.

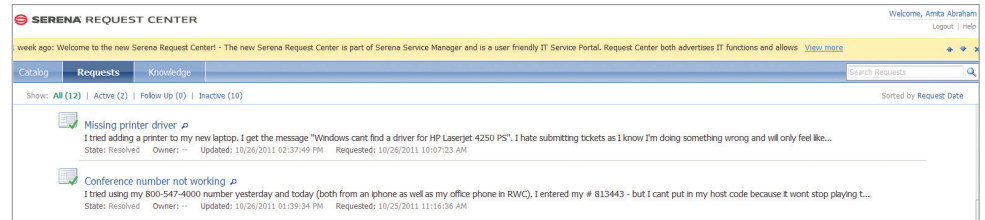
Serena Service Manager is now being used by all 800 employees, including 50 IT personnel. The IT team has been soliciting feedback on the move to Serena Service Manager from the company’s employees as well as the rest of the IT department. The feedback has been overwhelmingly positive. Users and IT alike recognize the full value in the centralized request center and the far more streamlined approach to IT service management.

“Who knew that IT offered all these services?” said one ecstatic user as he tabbed through the well-categorized services in the newly deployed Serena Request Center.



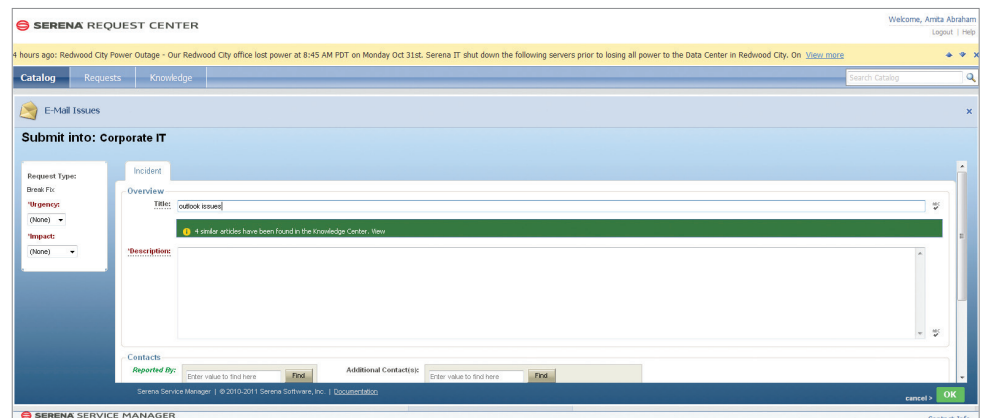
Serena employees gain a centralized service request center

“I can now track the status of all my requests without having to dig through my email,” said another employee within the marketing team.



Requests' status – in a single view

“The new service desk even prompts me with tips for resolving issues on my own, as I type in my request!”



An integrated knowledge base cuts service desk tickets and improves user satisfaction

“We’re continuing to populate our knowledge base with articles that will help our users with no-touch issue resolution. A pre-defined process that ensures that articles are vetted by our experts before they get added to the knowledge store ensures that we don’t end up with clutter. Our users really like the fact that they can see the most popular articles and that they can rate the ones that they find the most useful,” said Privatsky.

“We’re not resting on our laurels. We’re pressing forward and are gearing up to roll out the next module – for problem management. We are also exploring other processes that we can automate and offer as enterprise services to our employees,” added Brister.

ABOUT SERENA

Serena Software provides solutions that orchestrate application delivery, IT operations and business processes for the Global 2000. Serena's mission is to help enterprises orchestrate their world. Its 3,000 active enterprise customers, encompassing almost one million users worldwide, have made Serena the largest independent ALM vendor, and are now using Serena to orchestrate IT service management and many other processes. Headquartered in Silicon Valley, Serena serves enterprise customers from 29 offices in 14 countries. Serena is a portfolio company of Silver Lake Partners, the leader in private investments in technology-enabled industries. For more information on Serena, visit <http://www.serena.com>.

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